

Natl Med. Res. Planning&Placement National Republican Congr Comm/ Issue  
 815 Slaters Lane  
 Alexandria VA 22314  
 Submission Number 239 Issue 1



WNCN-TV  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

<b>Client:</b> National Republican Congr	<b>Submission Cost:</b> 5740	<b>Campaign Ref:</b> E:120816009
<b>Buyer:</b> Comm/ Issue	<b>Client/Product/Estimate:</b> 155 /426 /3013	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/24/12 to 10/07/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06281579
<b>Est./PO Number:</b> 06281579	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Nrc-c-le	<b>Booking Group:</b> WNCN	<b>Key Market:</b> Raleigh-Durham, NC
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total
1	M-F 1237a ET / 1137p CT Late Night ...F..	04	65	30 Comme	Nbr of Spots	1	1
2	M-F 5p Judge Judy ...F..	03	210	30 Comme	Nbr of Spots	1	1
3	M-F 7p News ...F..	04	250	30 Comme	Nbr of Spots	1	1
4	M-F 1237a ET / 1137p CT Late Night M.....	03	100	30 Comme	Nbr of Spots	1	1
5	M-F 530p Judge Judy M.....	03	250	30 Comme	Nbr of Spots	1	1
6	M-F 7p News M.....	03	310	30 Comme	Nbr of Spots	1	1
7	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	04	900	30 Comme	Nbr of Spots	2	2
8	Sat 7p News .....S.	01	175	30 Comme	Nbr of Spots	1	1
<b>Weekly Totals: Total Spots(Ord Spots)</b>					8	12	20

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Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/24	10/01	Total
9	Sat 7a Today Show .....S.	02	250	30 Comme	Nbr of Spots	1		1
10	Sun 6p News .....S	02	350	30 Comme	Nbr of Spots	1		1
11	M-F 1237a ET / 1137p CT Late Night ...T...	03	100	30 Comme	Nbr of Spots		1	1
12	M-F 5p Judge Judy ...T...	03	250	30 Comme	Nbr of Spots		1	1
13	M-F 7p News ...T...	03	310	30 Comme	Nbr of Spots		1	1
14	M-F 1237a ET / 1137p CT Late Night ..T.....	03	100	30 Comme	Nbr of Spots		1	1
15	M-F 5p Judge Judy ..T.....	03	250	30 Comme	Nbr of Spots		1	1
16	M-F 7p News ..T.....	03	310	30 Comme	Nbr of Spots		1	1
17	M-F 1237a ET / 1137p CT Late Night ..W....	03	100	30 Comme	Nbr of Spots		1	1
18	M-F 530p Judge Judy ..W....	03	250	30 Comme	Nbr of Spots		1	1
19	M-F 7p News	03	310	30 Comme	Nbr of Spots		1	1
Weekly Totals: Total Spots(Ord Spots)						8	12	20

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	Comme	09/24	10/01	Total
..W....								
<b>Weekly Totals:</b> Total Spots(Ord Spots)						8	12	20

Grand Totals

		Month 9 Weeks: 5		Month 10 Weeks: 4	
		09/24		10/01	
Spots	Totals	20		8	
Cost		5740		3100	
				12	
				2840	

**Grand Totals:** Spots: 20

Gross Total: 5,740.00  
 Commission: 861.00  
 Net Total: 4,879.00

REP HEADLINE# 6281579  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG16/12 10.5  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME BEN ANGLE

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6281579

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3013 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG16/12 10.56

REP: NEW ORDER  
TTL 5740 @ 20X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NRCC IE  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$5,740.00  
TOTAL SPOTS 20



REP HEADLINE# 6281579  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG15/12 17.5  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/NRCC-IE	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	BEN ANGLE	
		815 SLATERS LANE	SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314			
ORDER #	CONTRACT #	6281579	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	NRCC IE	EST#3013	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	SEP28/12	OCT4/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED			DATE AUG15/12 17.51

REP: NEW ORDER  
TTL 5740 @ 20X  
PLS CFM  
THANKS, MIKE FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
NRCC IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1235A-135A	30		\$65.00	9/28	9/28	1		FRI	1
AGENCY ADVERTISER CODE = 155												
AGENCY PRODUCT CODE = 426												
AGENCY EST# = 3013												
2			500P-530P	30		\$210.00	9/28	9/28	1		FRI	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
3			700P-730P	30		\$250.00	9/28	9/28	1		FRI	1
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												
PROGRAM : NBC-17 NEWS-7												
CON COM1: NBC-17 NEWS-7												

now  
8116

REP HEADLINE# 6281579  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 17.5  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$100.00	10/1	10/1	1		MON	1
5			530P-600P PROGRAM : JUDGE JUDY B CON COM1: JUDGE JUDY B	30		\$250.00	10/1	10/1	1		MON	1
6			700P-730P PROGRAM : NBC-17 NEWS-7 CON COM1: NBC-17 NEWS-7	30		\$310.00	10/1	10/1	1		MON	1
7			1130P-100A PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE	30		\$900.00	9/29	9/29	2		SAT	2
8			700P-730P PROGRAM : NBC-17 NEWS-7 CON COM1: NBC-17 NEWS-7	30		\$175.00	9/29	9/29	1		SAT	1
9			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	30		\$250.00	9/29	9/29	1		SAT	1
10			600P-630P PROGRAM : NBC-17 NEWS-6 CON COM1: NBC-17 NEWS-6	30		\$350.00	9/30	9/30	1		SUN	1
11			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$100.00	10/4	10/4	1		THU	1
12			500P-530P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30		\$250.00	10/4	10/4	1		THU	1



REP HEADLINE# 6281579  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG15/12 17.5  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			700P-730P	30		\$310.00	10/4	10/4	1		THU	1
PROGRAM : NBC-17 NEWS-7 CON COM1: NBC-17 NEWS-7												
14			1235A-135A	30		\$100.00	10/2	10/2	1		TUE	1
PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<												
15			500P-530P	30		\$250.00	10/2	10/2	1		TUE	1
PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY												
16			700P-730P	30		\$310.00	10/2	10/2	1		TUE	1
PROGRAM : NBC-17 NEWS-7 CON COM1: NBC-17 NEWS-7												
17			1235A-135A	30		\$100.00	10/3	10/3	1		WED	1
PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<												
18			530P-600P	30		\$250.00	10/3	10/3	1		WED	1
PROGRAM : JUDGE JUDY B CON COM1: JUDGE JUDY B												
19			700P-730P	30		\$310.00	10/3	10/3	1		WED	1
PROGRAM : NBC-17 NEWS-7 CON COM1: NBC-17 NEWS-7												
SEP/12			\$3,100.00	OCT/12		\$2,640.00						
CONTRACT TOTAL												\$5,740.00
TOTAL SPOTS												20

MARKET TOTALS \$114,800 WNCN 5% WRAL 40% WTVD 39% WRAZ 11% WRDC 2% WLFL 3% CABL 0%  
 ACCURATE SHARES  
 SVC- NSI BOOKS- NOV/11  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Jon Ferrell

do hereby request station time concerning the following issue:

National Republican Congressional Committee-IE
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: NRCC-IE

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

National Republican Congressional Committee-IE  
Keith Davis- Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

_____		703-683-4877
Date	Signature	Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

_____	_____	_____
Signature	Printed Name	Title